

Message Text

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E. O. 11652: N/A

TAGS: BGEN

SUBJ: POST RELATIONSHIPS WITH AMERICAN CHAMBERS OF COMMERCE

REF.: STATE 094266

1. COMMENTS ON MISSION'S RELATIONSHIPS WITH AMERICAN CHAMBERS IN BRAZIL THAT FOLLOW BELOW REFER TO EXISTING COOPERATIVE EFFORTS (PARAS 2 & 3), AN EFFORT TO BE INITIATED IN NEAR FUTURE (PARA 4), AND SUGGESTIONS FOR POSSIBLE COOPERATION (PARAS 5 AND 6).

2. IN VIEW OF BRAZIL'S CURRENT BALANCE-OF-PAYMENTS DIFFICULTIES AS WELL AS SIZABLE BUT UNWIELDY EXPORT OPPORTUNITY PROVIDED BY GSP, AMCHAM RIO IS CURRENTLY DEVELOPING A PROGRAM TO STIMULATE BRAZILIAN EXPORTERS TO TAKE ADVANTAGE OF GSP. PROGRAM CONSISTS OF BREAKING DOWN ENTIRE LIST OF GSP PRODUCT CATEGORIES TO CORRESPOND TO INTERESTED BRAZILIAN TRADE ASSOCIATIONS WHILE AT THE SAME TIME COMING UP WITH LIST OF POSSIBLE IMPORTER GROUPS IN U.S. AMCHAM'S EFFORT WILL THEN BE TO ALERT SPECIFIC BRAZILIAN MANUFACTURERS' GROUPINGS TO GSP OPPORTUNITIES, POINTING OUT POTENTIAL IMPORT CHANNELS. OBVIOUSLY, BECAUSE OF THE ENORMOUS DETAIL WORK INVOLVED, EFFORT IS TIME-CONSUMING. HOWEVER, EXECUTIVE COMMITTEE HAS GIVEN PROGRAM HIGH PRIORITY. WHEN RIO CHAMBER HAS COMPLETED RESEARCH, PROGRAM WILL BE TAKEN TO NATIONAL ASSOCIATION OF AMERICAN CHAMBERS OF COMMERCE IN BRAZIL,
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HOPEFULLY TO BE IMPLEMENTED BY ALL AM CHAM'S IN BRAZIL.

3. PERSONNEL FROM POSTS IN PORTO ALEGRE, RECIFE, RIO AND SAO PAULO MEET REGULARLY WITH LOCAL CHAMBERS AND PARTICIPATE IN WORK OF SPECIALIZED SUB-COMMITTEES WHERE THEY EXIST.

4. BEGINNING WITH FY-77 COUNTRY COMMERCIAL PROGRAM (CCP), INPUT FROM LOCAL CHAMBERS WILL BE SOUGHT. INPUT WILL BE SOUGHT AFTER RECEIPT OF PRELIMINARY DRAFT OF FY-77 CCP AND BEFORE ARRIVAL OF REPRESENTATIVES FROM WASHINGTON COMMERCIAL ACTION GROUP TO PREPARE FINAL VERSION IN BRAZIL. WE DO NOT RPT NOT ENVISION A "REVIEW" EXERCISE BY AMCHAM'S BUT ONLY SOUNDINGS FOR INPUTS.

5. AT SEVERAL OF ITS MEETINGS, THE COUNTRY COMMERCIAL ACTION GROUP (CCAG) HAS DISCUSSED THE DESIRABILITY OF HAVING TRADE MISSIONS STRUCTURED ALONG THE LINES OF THOSE OF OUR COMPETITORS FOR THE BRAZILIAN MARKET (THE JAPANESE, GERMANS, ETC.), NAMELY, MISSIONS ENCOMPASSING INVESTMENT AND EVEN PURCHASING IN ADDITION TO SALES. AT ITS APRIL 8 MEETING, CCAG AGAIN DISCUSSED THIS SUBJECT, NOTING THAT USDOC MIGHT BE UNDER A CONSTRAINT IN TERMS OF RECRUITING SUCH A MISSION. ONE POSSIBLE SOLUTION MIGHT BE THAT OF NOTIFYING THE U.S. CHAMBER OF COMMERCE IN WASHINGTON OF APPROPRIATE UPCOMING TRADE MISSIONS IN ORDER FOR THE U.S. CHAMBER TO STIMULATE INTEREST ON THE PART OF POTENTIAL INVESTORS TO PARTICIPATE IN SUCH MISSIONS. SCREENING IN ORDER TO PRECLUDE COMPETING INTERESTS BEING REPRESENTED ON THE MISSION WOULD HAVE TO OCCUR, BUT THIS PRECAUTION IS ALREADY OBSERVED IN CONSTITUTING CURRENT TRADE MISSIONS.

6. POSTS IN BRAZIL ARE HANDLING TRADE INQUIRY LETTERS AS PER INSTRUCTIONS, THAT IS, BY REFERRAL TO USDOC WITH A FORM LETTER TO COMPANY INQUIRING. SINCE A NUMBER OF AMCHAM'S (E.G. RIO) ARE ALREADY HANDLING TRADE INQUIRY LETTERS DIRECTED TO THEM, POSSIBILITY OF REFERRING SELECTED TRADE INQUIRIES RECEIVED BY POSTS TO AMCHAM FOR REPLY MIGHT BE EXPLORED. AMCHAM RIO MAKES A CONSCIENTIOUS EFFORT BASED ON SOURCES AVAILABLE TO RESPOND TO TRADE INQUIRIES. THERE IS NO FEE. FOREGOING IS SUGGESTED AS A SUPPLEMENT TO EXISTING UNCLASSIFIED

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SYSTEM OF HANDLING INQUIRIES AND NOT AS A SUBSTITUTE. KEY ELEMENT WOULD BE SCREENING BY POST TO DETERMINE SERIOUSNESS OF INQUIRY, I.E. ELIMINATION OF CIRCULAR-TYPE LETTERS. INPUT FROM AMCHAM COULD GIVE SERIOUS POTENTIAL U.S. EXPORTER ADDITIONAL INFO ON BRAZILIAN MARKET TO SUPPLEMENT THAT AVAILABLE VIA USDOC CHANNELS. FRECHETTE

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